

# Imagine Nashua: Citywide Master Plan

Visioning and Goals Workshop  
January 6, 2021

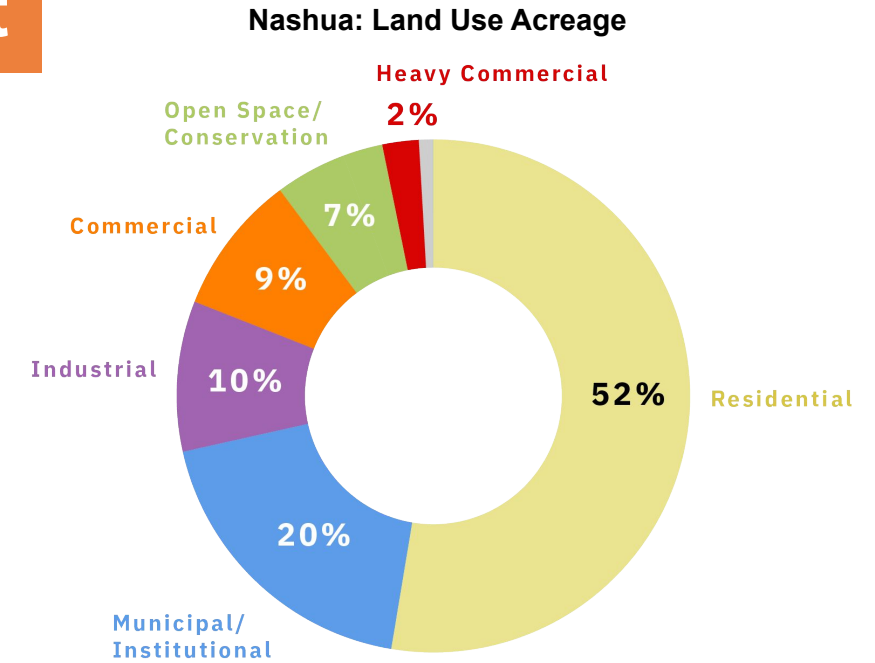
## DRAFT GOALS & VISION BREAKOUT SESSION

Imagine **Nashua**

# Activity 1: Defining Goals

# DRAFT GOALS: Land use and Development

- **Development Balance/Patterns:** Maintain and celebrate areas and neighborhoods in the city that are well established and continue to advance community values of equity, resilience and climate protection in these areas through appropriate infill development (in existing areas) and adaptation/preservation of built and natural resources.
- **Redevelopment Opportunity:** Promote redevelopment that is mixed-use, multimodal, and sustainable in targeted areas with access to transit, infrastructure and amenities.
- **Equitable and Sustainable Development:** Leverage land use regulations and policy to reduce the climate impact of new development and place key focus on environmental justice and social equity to ensure all Nashua residents have equitable opportunities for their livelihoods.
- **Livability and Public Realm:** Foster neighborhoods in which current and future residents and business owners will want and be able to live, shop, work, and locate their businesses/Enhance Nashua's neighborhoods through high-quality urban design.
- **Design Process and Transparency:** Employ a design review process based on the themes of the Nashua Master Plan, which incorporates community vision and local feedback in a predictable manner.



**“While planning new development, more of the existing plans need to be acted on and finished. (River walk, Arts Center, hydro, bike trail)”**

- Polis Statement

# DRAFT GOALS: Housing

- **Housing Affordability and Accessibility:** Utilize policies and regulations to increase and maintain rental and ownership affordability across the city and remove barriers to accessing affordable housing options.
- **Housing Diversity and Stability:** Create a greater mix of housing types that are accessible to Nashua residents at all life stages, household compositions, physical abilities, and socioeconomic levels as identified in the 2020 City Housing Study.
- **Environmental Sustainability:** Promote and support high-quality, green building design that is climate-resilient and energy-efficient.
- **Form and Design:** Encourage the development of new housing which enhances character and positively contributes to livability and surrounding neighborhoods.
- **Expand Education and Leverage Partnerships:** Work with affordable housing organizations, partners, and advocacy groups to maximize the potential impact of initiatives and projects intended to provide social benefits above and beyond market returns.

Rent and Purchasing Capacity of Nashua Households

	Household Income	Households	Maximum Affordable Rent Range	Home Purchasing Power
Upper	\$100,000+	34% 12,259	\$2,500+	\$331,000+
	\$75,000-\$99,999	15% 5,431	\$1,875 - \$2,500	\$249,000-\$331,000
Moderate	\$50,000-\$74,999	16% 5,816	\$1,250 - 1,875	\$166,000-\$249,000
	\$35,000-\$49,999	11% 4,017	\$875 - \$1,250	\$116,000-\$166,000
Lower	\$20,000-\$34,999	12% 4,411	\$500 - \$875	\$66,000-\$116,000
	\$0-\$19,000	12% 4,430	\$0 - \$500	\$0-\$66,000

Source: ACS 2018

“The high cost of housing and living makes young people leave. We need to support affordable housing, and housing that is affordable to our retail workers who work full time and can not find housing.”

- Focus group attendee



# DRAFT GOALS: Mobility and Transit

- **Equitable and Connected Multimodal network:** Ensure access to a range of transportation options that meet the current and future mobility needs of residents, workers, and visitors of all ages, incomes and abilities.
- **Climate Mitigation and Environmental Health:** Advance carbon-free transportation to reduce greenhouse gas emissions and promote walking, biking, and public transit as means to reduce environmental impact and protect public health.
- **Land Use Integration:** Ensure that transportation policy decisions, strategies, and investments are coordinated with land use goals and support the desired urban environment.
- **Reliability and Efficiency of Multimodal Options:** Ensure safe and efficient operation of transportation systems and balanced use of street systems for all modes, with focus on pedestrian and bicycle networks.
- **Regional connectivity:** Enhance movement of people and goods between Nashua and the greater metropolitan region, and encourage increased activity north and south via improved passenger rail connections.



Walnut St Bike Lane

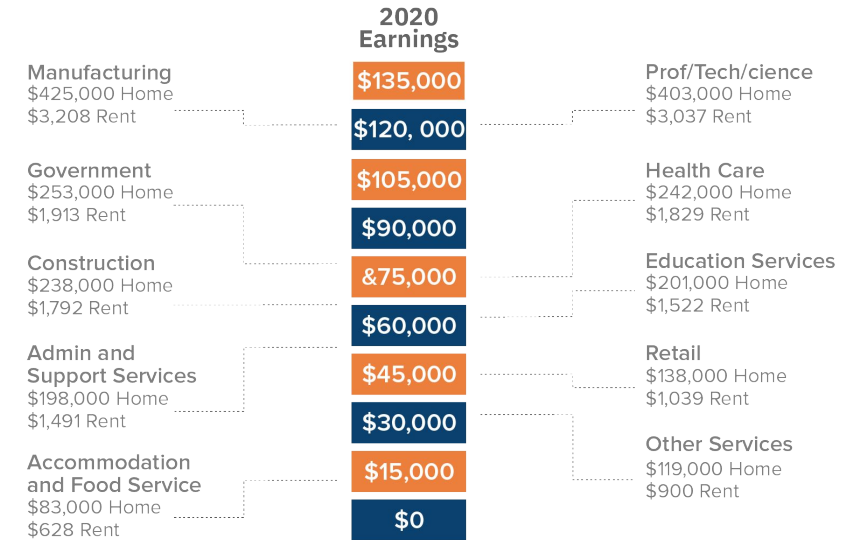
**“Transportation for seniors is incredibly important. Allowing seniors to age in place.”**

- Focus group attendee

# DRAFT GOALS: Economic Growth

- **Economic Mobility and Access to Opportunity:** Ensure Nashua workers have access to opportunities in the city and regionally through workforce training, career development, and quality education.
- **Job Creation and Retention:** Broaden tax base to ensure a diversified revenue stream over time and promote the creation of jobs in the City's core sectors.
- **Employment Diversity:** Facilitate growth of a strong and diverse business sector to expand opportunities and attract new workers, and ensure a range of jobs that aligns with local talent and skills.
- **Commercial Districts:** Promote and support local businesses that reflect the unique character of Nashua, and foster opportunities for cultural tourism in the city by encouraging the creation of new small businesses in areas with improved walkability and sufficient customer base density.
- **Location:** Embrace Nashua's competitive advantage straddling the state border between two metropolitan regions, and both draw on and contribute to the employment and housing markets in both of those regions.

## What can different job/earnings afford in Nashua?



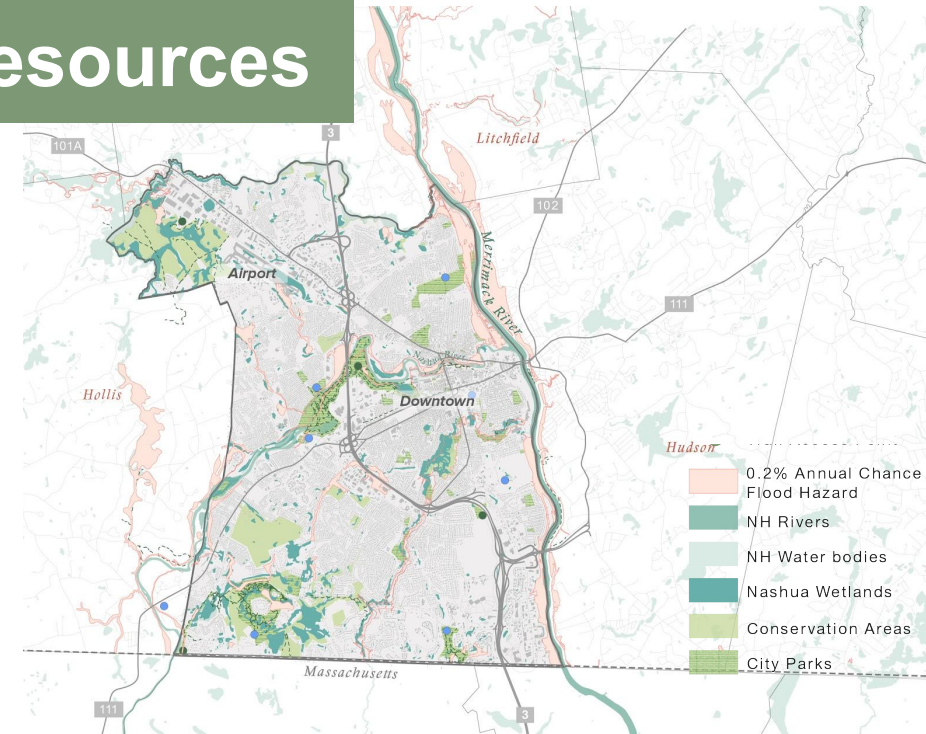
Source: EMSI 2020, HUD, RKG Associates

**“Post-pandemic, it is unclear how patterns of commuting will change. We should look to prioritize job creation within the City, or at least to enable options for residents to work near where they live.”**

- Polis Statement

# DRAFT GOALS: Open Space and Natural Resources

- **Expand and Enhance Recreation and Green Space:** Expand and enhance existing green networks through climate adaptation planning and community programming, and balance protection of Nashua's environmental assets with opportunities for redevelopment.
- **Access and Connectivity:** Recognize parks and natural areas as vital elements of Nashua's green network. Enhance access to and better connect Nashua's existing open space network for citizens of all ages, abilities, and incomes.
- **Climate Change Preparedness and Action:** Achieve citywide carbon neutral electricity by 2050, adapt City infrastructure to prepare for climate change, address stormwater and riverine flooding risks, and accelerate the city's shift away from fossil fuels for heating and transportation.
- **Outreach and Education:** Document and raise public awareness of Nashua's conservation land, open space, and recreational assets and promote stewardship through education/community engagement opportunities.
- **Riverfront:** Advance goals outlined in the Nashua Downtown Riverfront Master Plan and continue to leverage this vital environmental, community and economic asset through the lenses of equity, resilience and climate protection.



**“Nashua river is a huge asset that needs to tie to downtown. We need more small parks for families to enjoy and skate parks or playgrounds for kids to keep busy safely...”**

- Focus group attendee



# DRAFT GOALS: Arts and Culture

- **Celebrate Downtown:** Capitalize on the vibrance of downtown and continue to create opportunities for events, programming, and public art.
- **Recreation and leisure:** Create places reflecting Nashua's diverse culture where residents and visitors can not only live and work, but also play.
- **Citywide Support for Arts and Culture:** Prioritize arts and culture as an important aspect of inclusive economic development and placemaking in the community.
- **Historical Preservation:** Preserve Nashua's historical buildings, places and landscapes.
- **Cultural Diversity:** Raise awareness and understanding of the city and its communities, and nurture the cultural traditions of Nashua's diverse groups.
- **Events Infrastructure:** Invest in flexible infrastructure that better enables community organization to host and plan for cultural events, both indoors and outdoors.



**“Really love small music venues like the Riverwalk Coffee House - we need more small music venues. They would really compliment downtown our arts community and the new PAC...”**

- Focus group attendee



# Activity 2: Vision Statement Brainstorming

***“Nashua will be equitable, resilient, and protect the climate as it promotes job and housing opportunities for residents, reduces dependence on the automobile, and encourages targeted density and neighborhood appropriate development patterns.”***

# CORE VALUES

## Equity:

- An equitable approach will take into account the unique needs of individuals and groups in the city and provide options and opportunities to reach their full potential.
- An equitable Nashua is an inclusive place that values its residents, reduces disparities across groups, and eliminates persistent biases and barriers to opportunities based on age, income, ability and cultural and racial background.

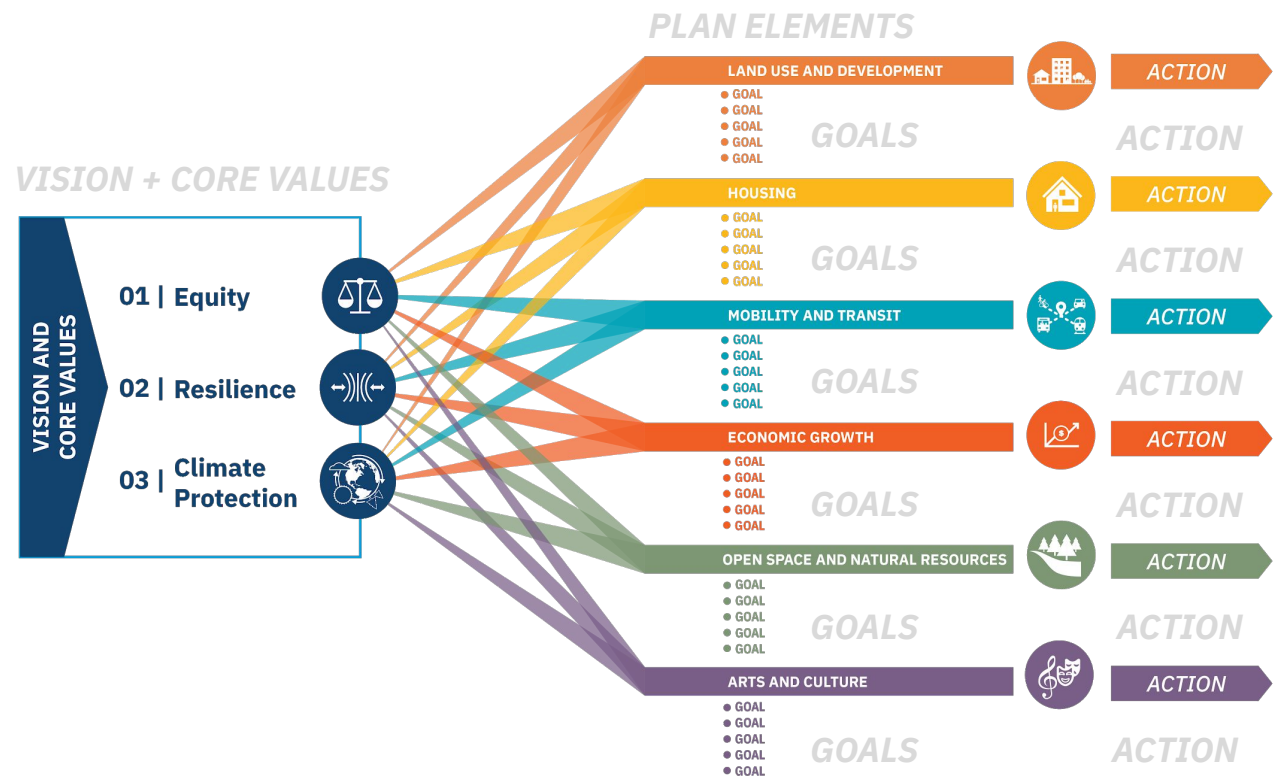
## Resilience:

- A resilient approach will build capacity within individuals, communities, institutions, businesses and systems to survive, adapt and grow from the shocks and stresses they experience.
- A Resilient Nashua is prepared to adapt in the face of change, whether that change is social, environmental, economic, or health-related.

## Climate Protection:

- Nashua is committed to grow more sustainably and adapt to and mitigate the effects of climate change through promoting more sustainable development patterns and protecting natural habitats.
- A climate-ready Nashua is prepared for future climate hazards and reduces risks inherent in climate change while building upon current adaptive efforts to mitigate our impact.

# Imagine Nashua: How a Vision Fits into the Planning Framework



**VISION** is an aspirational statement expressing what we want to accomplish as a city and community. The vision reflects the ideal quality of life we aspire to achieve in Nashua

**CORE VALUES** represent fundamental community principles that guide the Comprehensive Plan, link various plan topics together, and reinforcing plan decisions and actions

**PLAN TOPIC AREAS** are the building blocks of the comprehensive planning process, determined by statutory regulation and planning topics that are important to the community

**GOALS** represent broad, aspirational citizen-centered outcomes for each plan topic that the City aspires to realize over time

**ACTIONS** are specific approaches, policies, studies and tools that the City will use to advance and achieve outlined goals